A Practical Guide for Personal Progress in the Business and Industrial World

Putting Yourself OVER

LESSON NUMBER 2

SELF-CONFIDENCE—FEAR

HOW TO MEET THE "NO'S" OF LIFE

RIGHT THINKING

SERVICE IS A HABIT

COYNE ELECTRICAL SCHOOL
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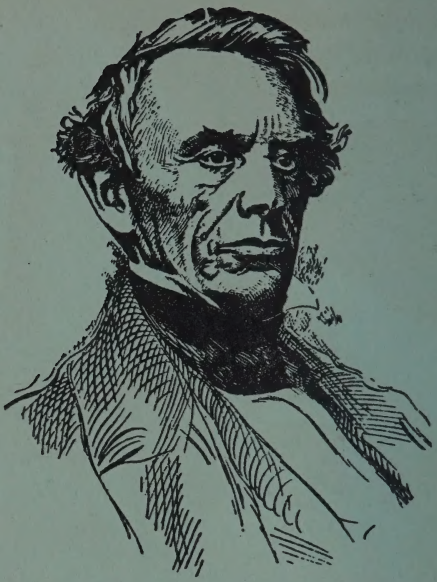

SAMUEL F. B. MORSE (1791-1872)
The inventor of the electromagnetic recording telegraph and of the dot-and-dash alphabet known by his name was born at Charlestown, Massachusetts, invented the commercial telegraph in 1832, and struggled for twelve years in great poverty to perfect it and secure its proper presentation to the public. The first public exhibition of the completed instrument was made in 1837 at New York University, signals being sent through 1700 feet of copper wire. It was with the aid of a $30,000 grant from Congress that the first commercial line was constructed in 1844 between Washington and Baltimore. The struggles of Samuel F. B. Morse to bring a great electrical discovery to the nation has served as an inspiration to inventors and scientists of Electricity to the present day.

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Putting Yourself Over

by
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Coyne Electrical School

LESSON No. 2

- **SELF-CONFIDENCE**
- **FEAR**
- **HOW TO MEET THE "NO'S" OF LIFE**
- **RIGHT THINKING**
- **SERVICE IS A HABIT**

This lesson will deal with the above subjects which are some of the most essential for success.

An entire book could be written on these subjects alone, but by eliminating a lot of unnecessary explanation and "boiling down" the subjects, we can give you a clear picture of their importance and how they are to be applied toward your success.

The most essential quality any man must possess if he hopes to be a success in life, is self-confidence. Self-confidence helps you master the fear of criticism. True self-confidence teaches you the difference between personal egotism and a real belief in your ability.

Haven't you seen many men throughout your life who were actually geniuses in their chosen field who failed to attain any appreciable degree of success? These men possessed of all the technical requirements to a great career but lacked self-confidence.

Skepticism is a deadly enemy of progress and self-development. Surely this is no age for the skeptic because it is an age in which we have seen more of nature's laws uncovered than in all the past history of the human race. Within the past 25 or 30 years we have witnessed the mastery of the air; we have explored the depths of the ocean; we have all but annihilated distances on the earth; we have harnessed power and made it turn the wheels of industry. We have instantaneous communication between the nations of the world. Truly, this is an age of illumination and unfoldment, but we have as yet barely scratched the surface of knowledge.

This is an age of experimentation and research that is sure to bring us to a great understanding of the mysterious force called thought. We have already found out enough about the human mind to know that a man may throw off the accumulated effects of a thousand generations of fear by merely thinking things out. We have already discovered the fact that FEAR, taking on a thousand different forms, is the CHIEF REASON for poverty, failure and misery. We have already discovered the fact that the man who masters fear can march on to successful achievement in practically any undertaking.

The development of self-confidence starts with the elimination of the demon called FEAR, which sits upon a man's shoulder and whispers in his ear: "You can't do it—you are afraid to try—you are afraid of public opinion—you are afraid that you will fail—you are afraid that you have not the ability," etc., etc.

Have you ever found yourself confronted with these thoughts? If so, then you very definitely understand what I mean. If not, then you already have a well-developed SELF-CONFIDENCE.

Probably one of the outstanding reasons for failure in any man is the fear of criticism. Just how a man acquires this basic fear would be hard to definitely determine. One thing is certain, many men have it in a well-developed form. But, regardless of where or when it originated, the fear of criticism is ever present and takes on many different forms, the majority of which are petty and trivial in nature, even to the extent of being childish.

The fear of criticism in business is apparent on almost every hand. A man will hesitate to submit a suggestion or idea because he is afraid someone may criticize him or belittle the importance of the suggestion. His lack of SELF-CONFIDENCE holds him back from doing something that might mean a great deal to him. To develop SELF-CONFIDENCE, ONE MUST believe in himself. Certainly if a man has known himself all his life and does not have SELF-CONFIDENCE, he can't very well expect a potential employer to have much confidence in him. It is surprising to note the results that certain men attain when this fear of criticism has left them. I would like to take this time to cite a particular case to prove this point.

Some years ago a test was made with a fellow who applied for a position (or at least, he thought he was applying for a position) with a company in the Middle West. Before directing him to a man who might possibly use his service, but from whom there had been NO DEFINITE REQUEST FOR A MAN, he was given the following instructions:

He was told that this man was actually looking for a man possessing the qualifications he had and that no doubt this employer would raise considerable objection and tell him that there was no possible opening, that he had not even made any inquiry for a man, and in fact had no idea of hiring anybody. Those things this fellow was made to understand were merely a part of this man's system of testing out a possible applicant for the job.

He was told not to pay any attention to what this man was to say but to keep on insisiting that he was the man the employer was looking for and not to take "No" for an answer and THAT THERE ACTUALLY WAS A JOB OPEN.

Now, to begin this, this employer was a critical, disgruntled old gent and when this fellow confronted him after getting in to see him over the objections of the secretary, he was in any but an amiable mood. The fellow stated his business and was immediately told there was no job open THEN and he didn't know when there would be. However, this fellow's BELIEF THAT THERE WAS A JOB and his CONFIDENCE in his ABILITY to hold this job enabled him to more than "hold his own" with this employer. As a result, he gained the respect of this employer who was so impressed he hired the fellow then and there.

You see, the fellow thought this man was only stalling and merely trying to "get rid" of him. He felt there was a job open and this "ranting and raving" by the employer was just part of his act to discourage the fellows he didn't want to hire. Some employers do that to test the "mettle" of future employees. They want to see how much confidence a man has in himself—HOW HE CAN TAKE IT.

Now this was confidence of the sort that makes for a successful man. If he didn't have it, he would have turned and walked out of that man's office at the first expression of "No opening." Remember—many employers will make AN OPENING where there is none if they see in a man all that they look for in a successful employee.

A man out on the job also is confronted almost daily with situations that require confidence. A young fellow, Stanley Lawrence of Colorado, displayed faith in his own convictions in a situation some years ago that has enabled him to obtain the position of Chief Electrician with a Mining Company. This situation came about when some large equipment in connection with a Power House failed one day and in spite of the efforts of the then Chief Electrician, General Manager, and Engineers from the company who manufacture the equipment, the faults could not be corrected. Stanley, then just a young man in the service of this organization had some definite ideas on what was wrong and instead of pre-

suming that possibly these ideas were incorrect (otherwise these Engineers would certainly have thought of them), he felt that they were at least worth a trial.

He asked his boss for fifteen minutes on the equipment to test a few ideas he had. THE BOSS TURNED HIM DOWN, but one of the company Engineers said, "Why not give him a chance to fix it—we can't seem to do much about it." Well, Stanley got the chance and in ten minutes the plant was operating again. This was a definite display of CONFIDENCE. It so impressed this company Engineer that a complete report was made to the home office. Within three months Stanley Lawrence was promoted to Chief Electrician.

Now, some people might say it was LUCK that Stanley had this opportunity. There are thousands of such opportunities in plants every day, but how many times does a young fellow like Stanley Lawrence analyze the fault and ASK for a chance to get the "wheels rolling?"

What Stanley did was not LUCK—it was CONFIDENCE. He believed in himself even if his boss didn't. He gambled his future with the company on the faith he had in his own knowledge. That's not LUCK in any man's language.

Eliminate the word FEAR from your vocabulary. Remember—"Nothing ventured—nothing gained"—is an old adage that holds very true in all walks of life and in all businesses. In other words, if a man has an idea or has an ambition to attain a certain goal, and doesn't believe it possible for him to do so, HE WILL NEVER DO SO. But if he believes in himself, has the ability and directs every effort towards the goal he has set up, there is nothing that can stop him.

And, now for one more example before closing the subject on this very important success quality of SELF-CONFIDENCE.

Let us apply this line of reasoning to salesmanship and see what part SELF-CONFIDENCE plays in this great field of endeavor. Many electrical and radio men go into combination jobs of sales and service, and many start a business of their own, and no doubt this illustration will fit a great percentage of electricians and radiomen.

It will be worth your while to analyze the methods by which a young man gained the title as the world's leading salesman. One of the greatest salesmen this country ever knew once worked as a clerk in a newspaper office. He was a timid young man with a more-or-less retiring sort of nature. He was one of those who believe it best to slip in by the back door and take a seat near the rear of the "stage

of life." One evening he heard a lecture on the subject of this lesson—SELF-CONFIDENCE—and the lecture so impressed him that he left the lecture hall with a firm determination to pull himself out of the rut into which he had drifted.

He approached the business manager of a newspaper and asked for the position of solicitor of advertising and stated that he wished to be placed in WORK ON A COMMISSION BASIS ONLY. Everyone in the office expected to see him fail, as this sort of salesmanship called for the most positive type of sales ability. He went to his room and made out a list of a certain type of merchants on whom he intended to call. At the outset, one would think that he would naturally make up his list of names of those whom he believed he could sell with the least effort, but he did nothing of the sort. He was going to give himself a real test to begin with. He placed on his list the names of only the merchants on whom advertising system solicitors had called without making a sale. His list consisted of only twelve names. Before he made a single call, he went out to the city park, took out his list of twelve names, read it over a hundred times, saying to himself as he did so, "You will purchase advertising space from me before the end of this month."

Then he began to make his calls. The first day he closed sales with three of the twelve possibilities. During the remainder of the week he made sales to two others. By the end of the month he had opened an advertising account with all but one of the merchants he had on the list. For the ensuing month he made no sales for the reason that he made no calls, except on this one obstinate merchant. Practically every day when the store opened he was on hand to interview this merchant and each time the merchant said "No." The merchant knew he was not going to buy advertising space, but this young fellow DIDN'T know it. When the merchant said "No," the young man did not hear, but kept right on coming back.

On the last day of the month, after having told this persistent young man "no" for dozens of times, the merchant said, "Look here, young man, you have wasted a whole month trying to sell me; now, what I would like to know is this—why have you wasted your time?"

"Wasted my time, nothing," he replied. "I have been going to school and you have been my teacher. **Now I know all the arguments that a merchant can bring up for not buying, and besides that, I have been drilling myself in SELF-CONFIDENCE.**" Then the merchant said, "I will make a confession of my own. I, too, have been going to school and you have been my teacher. You have taught me a les-

son in persistence that is worth money to me and to show my appreciation I am going to pay you my "tuition fee" by giving you an order for advertising space."

And that is the way in which one of America's best advertising accounts was brought in. Likewise, it marked the beginning of a reputation that has made the same young man a millionaire.

He succeeded because he charged his own mind with sufficient SELF-CONFIDENCE to make that mind an irresistible force. When he sat down to make up that list of twelve names, he did something that 99 people out of 100 would not have done. He selected the names of those whom he believed would be hard to sell, because he felt that from the resistance he would meet in trying to sell them, would come strength and SELF-CONFIDENCE.

Here is a little creed that you should read until you know it by heart. There is no more fitting way to close this portion of this lesson:

"I BELIEVE"

- "I believe in myself. I believe in those who work with me.
- I believe in my friends. I believe in my family.
- I believe that God will lend me everything I need with which to succeed if I do my best to earn it through faithful and honest service.
- I will be patient with other people and tolerant with those who do not believe as I do.
- I believe that success is the result of intelligent effort and does not depend upon luck or sharp practices.
- I believe I will get out of life exactly what I put into it and therefore, I will be careful and conduct myself towards others as I would want them to act towards me.
- I will not slight my work no matter what I see others doing.
- I will render the best services of which I am capable, because I have pledged myself to succeed in life and I know that success is the result of conscientious and efficient effort."

Anyone that can follow that creed will go a long way. Remember, there's no puzzle to knowing why a few men advance to highly paid positions, while others all around them who have had as much training and who seemingly perform as much work, don't get ahead. Select any two people of these two types, and the reason why one advances and the other stands still, will be quite obvious to you. You

will find that the one who advances believes in himself. You will find that he backs this belief with such dynamic aggressive action that he lets others know that he believes in himself. You will also notice that SELF-CONFIDENCE is contagious; is compelling, is persuasive; it attracts others. You will also find that the one who does not advance, shows clearly by the look on his face, by the posture of body, by the lack of briskness in his step, by the uncertainty with which he speaks, that he lacks SELF-CONFIDENCE. No one is going to pay much attention to a person who has no confidence in himself. He does not attract others because his mind is a negative force that repels rather than attracts, and in no other field of endeavor does SELF-CONFIDENCE play such an important part as in the field of a progressive industry, such as Television or the entire Electrical industry. You don't need to be a character analyst to determine the moment you meet a man who has SELF-CONFIDENCE —it stands out in a way that cannot be overlooked.

HOW TO MEET THE "NO'S" IN LIFE

What is the most significant and productive word ever uttered by human kind? It is the word NO!

The word NO faces us daily. Apparently nature has fashioned us so that we need plenty of NO in our lives so we can develop our moral, emotional and intellectual muscles. Here are a few outstanding examples of men who said NO to problems they encountered in their lives.

"NO!" said Milton to blindness, and Beethoven to deafness, "You shall not end my creativeness." "No!" said Cromwell to the age-old might of kings, "You shall not trample down the dignity of the individual man." "No!" said George Washington to indifference, slander, lack of supplies, defeat, cold and endless discouragement, "You shall not overcome the spark of American liberty."

NO is even behind the inventor and scientist. "NO!" said Alexander Graham Bell, "It is not absurd that a human voice can travel over a wire." "NO!" said Wilbur Wright, "It is not silly to believe that a human being can fly through the air with the aid of modern mechanical development, and machines." Great men, whether they be lawyers, mechanics, electricians, teachers, or men in any walk of life, never fear NO. Indeed they learn to respect NO far more than the word "YES."

That is why the study of the different kinds of NO is a study of the different elements of progress and is of the utmost importance in character development. So let us turn to the kind of NO'S we encounter in life. These NO'S arise out of various kinds of personality and character and

they classify themselves into a number of recognizable groups, each having to be overcome if we are to win others over to our side.

Here are several "NO'S with the key as to how you might combat them:

THE IGNORANCE NO—The worst enemy or obstacle, the most nearly unscalable NO you will meet anywhere is the Ignorance NO. Ignorance definitely generates fear, repression and refusal to change. Only patient, determined applications of knowledge, coupled with humanistic, diplomatic understanding will sweep away this NO.

THE LOYALTY NO—The backwash of a good trait sets up this NO. People often have an unconscious loyalty to long-held allegiances, prides, ways of life, etc. They are ashamed to change, or they experience a sheer lack of ambition. To win against this you must build new loyalties for them out of new ideas and remodeled and re-analyzed conditions.

THE "PUT IT OFF" NO—A large percentage of people are the type who put things off. They delay all action and decision as though their wills were frozen stiff. They wait until some circumstance almost forces action and decision. This kind of NO demands that you bring about some such action crisis by relentlessly confronting them with strong incentive, even a kind of mental or emotional push.

THE TIMIDITY NO—All new steps make many people timid. They have vague doubts and fears. To vanquish such a NO their courage must be lifted for them, their anxieties calmed, their step forward shown to be without serious risk or unexpected complications.

THE INDECISIVE NO—Making decisions is for many people an almost impossible process. They are literally almost incapable of making them. Their NO is therefore, a defense mechanism, an avoidance of decision. They want you to help work out their mental and emotional processes toward decision. Do it honestly, do it in their interest, do it well and you can break their NO.

THE DISCOMFORT NO—When human beings are in the throes of uncomfortable reactions or circumstances, their NO comes too readily. Pain, depression, worry, physical irritation, fear, anger, or even over-elation and extra happiness may for the time being erect a barricade of formidable NO'S to you. Retreat in good cheer and handle these people when they calm down.

THE ARBITRARY NO—It seems to be instinctive to some natures to express themselves in an arbitrary, contrary manner. Just to be short and sharp, the NO will flash out at you "to set you in your place." Take it smiling and show

no sign of regarding it as an affront or discourtesy. Even appear to accept the NO and then later make a fresh sortie from another angle.

THE SHOW-OFF NO—Everything is for some people secondary to their vanity and ego. They will set up a NO solely to be able to bluster and show authority, power or wilfulness. Such a NO is hard to shift, for once the ego is bound up in it, it feels flouted if it is changed. Feed that ego in some other way so it is satisfied and relaxes its NO. Never try to smash the showoff, overfeed him instead!

THE STUBBORNNESS NO—Such a NO is often the fruit of a judgment or commitment once made and now stubbornly stuck to. Never argue with such persons; combat inflames their stubbornness further. Refer strongly and complimentarily to such persons' judgment—that puts them on a spot requiring the use of judgment and it will be their stubborn pride to use it competently.

THE VINDICTIVE NO—Unknown perhaps to you the person may be vindictive in his attitude toward you, or in a general way toward all life or some group. The vindictive NO is bitter and malign and it is out to punish. But it can be vanquished by its opposites—open, frank, unheated good will and fine feeling. A few such types respond to a good, hard fight but the most reliable method is the fabled south-wind's gentleness, as opposed to the harsh north-wind's bluster.

THE AUTHENTIC NO—Here we must deal with the most formidable of all NO'S, the great fact of life, genuine defeat. There is such a thing, of course. Some NO'S cannot be surmounted, must be accepted and borne like a scar; NO'S that transcend all further effort. There is only one answer to this NO; accept it philosophically, if it is of this authentic kind and go on from there to other things.

RIGHT THINKING

There is no doubt but that the greatest source of power in the world is the thought of a human brain. Your net efficiency can be measured by the forces of what you think. Thoughts are more durable than things—than anything in the world.

Each one of us as he goes into the world is a small combination of thoughts which must do battle with other thought groups.

A man may pretend in speech and act a part by his deeds; in fact, everything about him may be a mask and not a reality. **But no man can be other than genuine in what he thinks.** It is literally true, therefore, that "as a man thinketh so is he."

If a man thinks success, he is success; if he thinks failure, he is doomed to mediocrity. This being the case, it is of utmost importance that we should give attention to our thoughts, find out what it may be that corrupts or weakens them, and discover the principles that can make them strong.

There are several well known enemies to **right thinking.** These cause our thoughts to turn against us instead of helping us. Suppose we bring some of these enemies out into the open and analyze them.

(1) THE FIRST ENEMY TO CLEAR THINKING IS ANGER

It is natural that we should feel deeply about certain things. On one hand, we may desire some things ardently and on the other hand, we may hate or bitterly resent certain people or conditions.

Distrust every opinion that you form in the heat of anger or because of a strong affection. In one case as in the other, it is best to postpone any conclusion or decision, until the idea has a chance to "cool off."

As an example, all of us at some time or other receive a letter or are faced with a situation on the job that is thoroughly disagreeable to us. We feel we have been wronged, misunderstood or misquoted, and at the particular moment, of the event, we are very angry with the individual or group that has presented the situation unjustly.

It is extremely foolish to act in an angry state of mind. Many times, a man will do certain things in such a state of mind, that upon sober recollection, later on, he readily appreciates was exactly the wrong thing to do.

Any conclusion, therefore, that you reach in anger, should be let lie over to be examined again with indifference.

(2) A SECOND ENEMY TO RIGHT THINKING IS EGOTISM

Our vanity does more than any one thing to corrupt our judgment. In forming any idea, humility is absolutely necessary. We must be teachable by the truth and any arrogance or pride that we use to make facts bend to our will, renders our mental thinking worthless. **An egotist is liked by no one but himself.**

(3) A THIRD ENEMY TO GOOD THINKING IS FOOLISH CONSISTENCY

Why should any one deem it essential to think a thing is so today because he thought it was so yesterday? Failures are men who do things the same way they have always been done, without any thought as to a better method. This is foolish consistency and is the enemy of progress.

How far do you believe the human race would have progressed in, let's say, the transportation industry, if the men of the horse and buggy days would have insisted that as long as the horse and buggy was good yesterday, it should be good today? You're right, no progress would have been made. It is this compelling drive of the human race to continually better itself, to think of better ways and easier ways to do the job, that has made our progress possible.

An individual is the same way—the successful man is one who is quick to acknowledge his limitations and errors and continually strive to better himself and his services.

(4) A FOURTH ENEMY TO CORRECT THOUGHT IS PREJUDICE

Prejudice, according to Webster, means prejudging, that is to say, forming an opinion before one has examined the evidence.

No one who respects his own intelligence can possibly be prejudiced in his thoughts of others.

The mind must be absolutely automatic. It must weigh facts, balance probabilities and come to its conclusions in the entire liberty of motion and freedom from any restraint.

The only man whose opinion is of any value whatever is the man who refuses to form an opinion before he has got hold of the facts with which to form it.

(5) THE FIFTH ENEMY TO RIGHT THINKING IS IGNORANCE

This means a lack of facts upon which to think.

The opinions of an educated man are more valuable than those of an uneducated man, just as a carpenter who has plenty of proper tools and timber can build a better house than another who has to make shift with whatever he can find.

An ignorant man thinks as much as a genius. The only difference is that the **thoughts of a wise man are in order.** They move as a well-drilled army and keep step, while the thoughts of an ignorant man are as a mob, continually getting in each other's road and arriving nowhere.

Another example is that the mind of an educated man is like a well-kept garden where the plants are in rows and the weeds are removed while the mind of an ignorant man is like a garden overrun with weeds.

An important point to keep in mind is that the power of our thoughts does not at all consist in the number of them, but in the order of them.

Now, certainly just to give you the enemies of right thinking would not be helpful unless we gave you some practical suggestions to aid you in right thinking. So here are a few practical ideas that have proven very helpful to men of purpose who value the power of right thinking on any point.

(A) FORM THE READING HABIT

Books are the best part of humanity's gifts for us. They contain the record of the results of other thinkers. Those who neglect books are crippling their own efficiency. However, to get the most out of books, here are a few practical hints.

Books are tools. They are to be used. They are not to be blindly followed or obeyed, but to be employed to assist us in our own thinking. Most books are not to be read through. They are to be read in. A library is like a drug store, which contains shelves full of bottles, but we are not expected to drink the contents of one bottle after another. We are only to go and get what we want and need. Therefore, it is not necessary to know all there is in any book. The main point is to know where to find it when we need it. That is why a set of practical Reference Books for any technician, is one of his greatest possessions. It enables him to handle the job and to progress in it, because with a good set of Reference Books, he has the important phases of his particular trade at his finger tips.

In reading any book, we should always read with a Purpose. Another point is that the reading we do, when we are looking up a subject and seeking evidence or information about some certain point, does us vastly more good than just solid reading to fill up the time.

(B) KEEP THE MIND OPEN

It is absolutely essential to correct thinking that we be open minded. This means that rightly understood the fellow with an open mind is simply one who refuses to form an opinion until he has had the proper material to do so.

As explained a few pages back, all of us are apt to leap to conclusions at times which rather represent our desires and self-interest than our intelligence and deductions. We owe very much to the scientists and to the scientific method which mean that first of all one must thoroughly examine one's facts before deciding one way or the other, on a problem or an individual.

(C) TRY TO UNDERSTAND OTHERS

You should always be ready to entertain an idea or an argument and to throw it aside because it does not happen to fit into the ideas we already have.

As man progresses in responsibility on any job, he realizes the importance of the above statement because he is constantly being confronted with ideas that do not entirely conform with his.

An important thought to keep in mind is that we shall gain no benefit whatever from our neighbors, fellow workers or any persons we meet unless we try to learn something from them. And we can learn something from everybody if we will throw away our own egotism and try to understand others.

When you meet people, try to get their point of view and find out what they think instead of trying to impose your own point of view upon them. For the latter process teaches us nothing and only increases our own arrogance while if we try to get the other's viewpoint, we get some hints at least that might correct some errors in our own personality.

(D) PRACTICE WRITING DOWN WHAT YOU THINK

One of the best ways to find out exactly what we do think is to try to put our thoughts down on paper. For in writing, we find we eliminate the superfluous and get down to "brass tacks." Although it may take a little time each day nevertheless, it is an excellent idea to practice writing down our opinion on some question or another, that comes up in our daily contacts, and about which we are somewhat confused. The very effort to state our ideas on paper helps to clear them up and give us a better "slant" on things.

(E) LEARN TO WEIGH PROBABILITIES

This subject has been touched upon previously but it is extremely important that we should remember at all times that our opinions are always subject to correction. Very often we do not know exactly what is the truth. All of our conclusions are approximate viewpoint. The business of forming an opinion, therefore, is always a matter of weighing probabilities. There are very few things in this life that are as certain as the statement that two and two make four.

While we may be quite confident we are correct in our understanding or viewpoint, we should never overlook the possibility that we might be wrong. This would be stubborn, and an enemy to progress.

Of course man can't spend all day trying to arrive at a decision on a matter and all anyone can do is to weigh the probabilities at hand and keep them and try to strike a balance as accurately and as quickly as possible.

The more you know about your trade, the less likely you'll have to "gamble" on decisions. There are, of course, other important factors that enter into right thinking, for that matter, this entire course of lessons has to do directly or indirectly with that subject. Many additional points are covered in future lessons, but those we have covered in this lessson will represent some of the most important aspects on the subject of right thinking.

THERE is no such thing as luck as the term is generally understood.

Those who appear to be lucky usually climb and succeed through a constant observance of care and thoroughness in everything they do.

Luck is not a mysterious agent that will some day bring good fortune to those who watch and wait — but a condition that is created through energy, honesty and ambition.

"PUTTING YOURSELF OVER"

Lesson No. 2

In this lesson, we continue the questions that are generally asked by employment managers. They cover questions that are asked when a man is applying for a job and also quite often brought up after a man is on the job, and is being considered for possible promotion. The thought in submitting these questions to you is to prepare you for any similar situation you may encounter either in your efforts to get a job or to progress on it.

Question No. 1: You call on a Company and the employer says: "We don't interview anyone who does not have an application on file." What would you say?

Question No. 2: Do you believe it is good form to wear large lodge, fraternal organization, or political buttons or pins when seeking a job or after you are on the job? If so, why? If not, give your reasons.

Question No. 3: The employer says: "I'm an old apprntice trained man. I spent 4 years as an apprentice trying to learn what I have about the field—how is it possible for you to learn what you claim in a short period of training or experience you have had? Give your best answer to that question.

Question No. 4: The employer says: "We have many old timers laid off. Don't you think that we should put them on before we hire any new men?" What would you say to that?

Question No. 5: What form of Government do we have in the United States? (This question is always asked by the Employment Manager of a large Power Company in the Middle West.)

Question No. 6: The employer says: "Your Superior is very busy on some job in another end of the plant. The machine you are working on develops some trouble that you cannot quite figure out. It is a valuable piece of equipment. Would you make tests that you WEREN'T SURE OF or would you contact the boss regardless of how busy he was?" This question really resolves itself to whether or not you would take a CHANCE on fixing the trouble or ruining the machine or contacting an already busy boss who can hardly be spared from what he is doing.

Question No. 7: You travel 25 miles to a nearby city to call on a Company, arriving in the early afternoon. The clerk in the Employment Office tells you the interview hours are between 9 A. M. and 11 A. M. You don't have enough money with you to stay over until the next day. What would you say to get in to see the Employment Manager?

UR promises are like stairsteps by which we may either go up or down in the eyes of our fellowmen.

Think deliberately, plan carefully, resolve firmly and act quickly with a steadfast determination to make your word good —for broken promises destroy confidence and confidence is the fine silken web which binds our relations with men.

Once torn, it is very difficult to mend.

HERE'S A PARTING THOUGHT
"Service Is a Habit—Idleness Destroys"

Victorious legions, left behind to rule a defeated Spain, built an aqueduct in Segovia. This was in 109 A.D. And for 1,800 years—sixty generations—that aqueduct carried sparkling water to hot and dusty Segovians.

About the turn of the twentieth century, thoughtful Spaniards decided that the aqueduct should be preserved for posterity and so should be relieved of its age-old labor. They laid modern pipelines and stopped the flow that for years had gushed and gurgled overhead in the aqueduct.

Shortly thereafter the aqueduct began to fall apart! The blazing sun dried the mortar and made it crumble. Its stones sagged and fell. Soon it lay in ruins. What ages of service could not destroy, idleness rapidly disintegrated.

STEPS TO SUCCESS

Here is a little article that could well form the basis of success for any man. The author of the article is unknown but whoever he is, he certainly has given the world a set of practical ideas for success in any line of endeavor. The article is called, "It's All in the State of Mind" and is included in this lesson because the thoughts it conveys will serve as an inspiration to any reader of these lessons.

IT'S ALL IN THE STATE OF MIND

If you think you are beaten, you are;
If you think you dare not, you don't;
If you think you'd like to win but you can't,
It's almost a "cinch" you won't;
If you think you'll lose, you've lost,
For out in the world you'll find
Success begins with a fellow's will—
It's all in the state of mind.

* * *

Full many a race is lost
Ere even a race is run,
And many a coward fails
Ere even his work's begun.
Think big, and your deeds will grow
Think small and you fall behind,
Think that you can, and you will,
It's all in the state of mind.

* * *

If you think you are outclassed, you are;
You've got to think high to rise;
You've got to be sure of yourself before
You can ever win a prize.
Life's battle doesn't always go
To the stronger or faster man;
But sooner or later, the man who wins
Is the fellow who thinks he can. —*Author Unknown*

INCERITY and earnestness are two great virtues of good folks that work silently in their favor, always helping to clear the stubble and underbrush out of their paths and make progress pleasant and easy.

These virtues promote clear understanding and quick co-operation between men and make each step a permanent advancement toward the common cause, *Success.*

COYNE ELECTRICAL SCHOOL

"PUTTING YOURSELF OVER"

ANSWER SHEET

Here are the answers to the questions asked in this lesson. Compare them with the answers you had on those questions.

Question No. 1: You call on a company and the employer says, "We don't interview anyone who does not have an application in our file."—What would you say?

Answer No. 1: This is a situation you may be confronted with in calls on large organizations. There is a definite way of diplomatically handling this situation. This is what we suggest that you say and do: You should have one of the regular employment application blanks prepared before you ever call on a company in person. At most any stationery store you can get some blank employment application forms for this purpose. You could also answer the employer in this way if he makes the above statement.

"I appreciate the fact that you must follow an orderly system, so with this in mind and considering the importance of your time, I have prepared an application of my own that will cover most of the points that are generally asked on the application of any company. I have a special interest in working for your company, and although I appreciate the fact that you cannot make exceptions to your rule very often, I would certainly appreciate an opportunity to talk to you a few minutes concerning possible future employment with your organization."

Question No. 2: Do you believe it is good form to wear a lodge, fraternal organization or political button when seeking a job, or after you are on a job? If so, why? If not, give your reasons.

Answer No. 2: It is definitely NOT ADVISABLE to wear a lodge, fraternal organization or political button when applying for work or after you are on the job. Although in some cases, it might work in your favor if you wore a lodge button and happened to be talking to a member of the same lodge, in most cases, it is definitely not advisable as long as there exists and always exist, differences of political and religious beliefs.

Question No. 3: An employer says, "I am an old apprentice-trained man. I spent four years as an apprentice trying to learn what I have about the field. How is it possible for you to learn what you claim in a short period?"

Answer No. 3: This question does not come up as much at the present time as it did years ago, but occasionally, a fellow seeking work, will run across an old, apprentice-trained man who will challenge him on that point. The best way to answer this question is as follows: First of all tell this employer that you appreciate the value of the apprenticeship method. Don't argue with him, as a matter of fact, you can tell him definitely that the experience you've had was based on the best points of the apprenticeship method. Tell him frankly that you do not wish to create the impression that you know more than the apprentice-trained man who has spent several years at that one particular field, but that you have had a variety of work in various phases of electricity that sometimes is not possible to get through an apprenticeship training program. You can then invite any examination this man may care to give you on the extent of your electrical knowledge. This challenge should be made in a sincere way, and should not, in any way, create the impression that you want to take this examination mainly for the purpose of showing this employer that he is wrong.

Question No. 4: The employer says, "We have many old-timers still laid off. Don't you think we should put them on before we hire any new men?" What would you say to that?

Answer No. 4: If that question is given to you the first thing you should say is, "By all means, put these men on first. They have served you for many years and they deserve first consideration. In fact, Mr. Employer, that is one of the fine things that I like about your company. You have the interests of your employees at heart and that is one of the main reasons that I would like to work for a company like yours—because it gives a man a sense of security for the future."

I would not want to take a job away from these men, still if you need a man who has a specialized training in modern industrial equipment and who is anxious to work for your company, I would certainly welcome any position you may have available, now or in the future.

Question No. 5: What kind of Government do we have in the United States? (This question was asked by an employment manager of a large Power Company in the Middle West.)

Answer No. 5: We have a representative form of Government in the United States. The men at the head of our Government are chosen by the people; regardless of whether the party in office is Democratic, Republican or some other form, the Government is classified as a representative form.

Question No. 6: The employer says, "Your superior is very busy on some job in another part of the plant. The machine you are working on develops some trouble that you cannot quite figure out. It is a valuable piece of equipment. Would you make tests that you weren't sure of, or would you contact the boss, regardless of how busy he was?"

This question resolves itself simply to whether or not you would take a chance on fixing the trouble with the possibility of ruining the machine or contacting an already busy boss, who can hardly be spared from what he is doing.

Answer No. 6: This question was asked of a large group of Maintenance Men in a Steel Mill in one of their periodical employees' meetings. Out of a group of 200 men, there were many different versions given as to just what would be the best procedure in handling a problem of this kind. Several dozen said they'd "take a chance" in trying to fix the equipment, rather than bother the boss. About the same number said under no circumstances would they attempt to repair a machine that they weren't quite certain of handling. Some even said they'd let the machine remain idle until the boss finished what he was doing before notifying him. Our own opinion of handling a problem of this kind would be as follows: Make a careful survey of the equipment and the trouble, to the best of your ability. Consult your reference books or any company data on equipment of this kind and ask of others who have either worked on this machinery or may be in a position to tell you something about it. Get all your facts and data together as to just what you would like to do, to remedy the trouble, and then "look up" the boss, and ask for his advice.

Either get him on the phone or go to the part of the plant in which he is working and explain the situation to him. Tell him what has happened and what you would recommend be done to remedy the trouble. Mention definitely that you do not wish to go ahead with your tests unless you have his definite approval. You could also state that you realize he's badly needed on the job he is working on, and that you'd be very pleased to do all you can to put the machine in shape, but you want him to check your ideas before you go ahead.

It is quite likely that as the Chief Electrician or Electrical Superintendent, this man is familiar with every piece of machinery in the plant. He could probably tell in very short order, whether or not you had the proper solution to the problem. The fact that you have taken the time to figure out what could be done to get the machine back in order and also the consideration you show for his posi-

tion in the company, as evidenced by the fact that you have taken the matter up with him before "laying a hand" on the machine, is bound to be appreciated. It is always best to do this.

Question No. 7: You traveled 25 miles to a nearby city to call on a company, arriving in the early afternoon. The clerk in the Employment Office tells you the interview hours are between 9:00 A. M. and 11:00 A. M. You don't have enough money with you to stay over until the next day. What would you say, to get in to see the Employment Manager?

Answer No. 7: The best thing to do in a case like this is to explain your situation in detail. You can mention that it was with the particular interest you had in working for that particular company that you made this trip and that you'd certainly appreciate the opportunity of an interview. You can mention that you have already prepared an employment application blank for the convenience of the Employment Manager, likewise that you appreciate that he's a busy man and you don't wish to take up much of his time but you would like a chance to see him for only a few minutes. You can make it clear that you're quite willing to return at any other time, but if there is any possibility at all of seeing the Employment Manager, you would certainly appreciate the courtesy. Now unless there is a hard and fast rule relative to employment interviews, it is quite likely that this method of approach will enable you to get to see the Employment Manager.

EVERYBODY that strives to get ahead is constantly meeting the challenge of defeat.

The main difference between those who win out and those with the big "IFS" is that the latter become discouraged and give up too soon.

Some people become discouraged at the first signs of resistance and let the least setback disturb their plans to a point where they cease to try.

Despair and failure only get in where perseverance and steady effort cease.

Keep a steady aim and a keen desire in the face of every obstacle.